

US EPA ARCHIVE DOCUMENT



NEW JERSEY GREEN INFRASTRUCTURE FORUM

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07.31.13



LIVE.

WORK.

INVEST.

GREEN.

CAMDEN.

- ❑ To **reconnect Camden's waterfront neighborhoods** with its 15 miles of waterways...
- ❑ To create easily accessible, safe, and well-maintained **neighborhood parks ...**
- ❑ To return contaminated, inaccessible, vacant, and **underutilized waterfront land to productive use.**
- ❑ To design **waterfront parks** and **green infrastructure** to maximize reduction of flooding and polluted stormwater runoff and to enhance and preserve sensitive habitats.
- ❑ To forge new **physical linkages** between Camden's neighborhoods, South Jersey, and the City of Philadelphia...



PLANNING

INFRASTRUCTURE

CAMDEN SPECIAL
SERVICES DISTRICT

POLICY

REAL ESTATE
DEVELOPMENT

PLACEMAKING



THE SMART TEAM



City of Camden



Cooper's Ferry Partnership



NJ Department of
Environmental Protection



Rutgers Cooperative Extension
Water Resources Program



Camden County Municipal
Utilities Authority



NJ Tree Foundation

A COMPLEX ISSUE



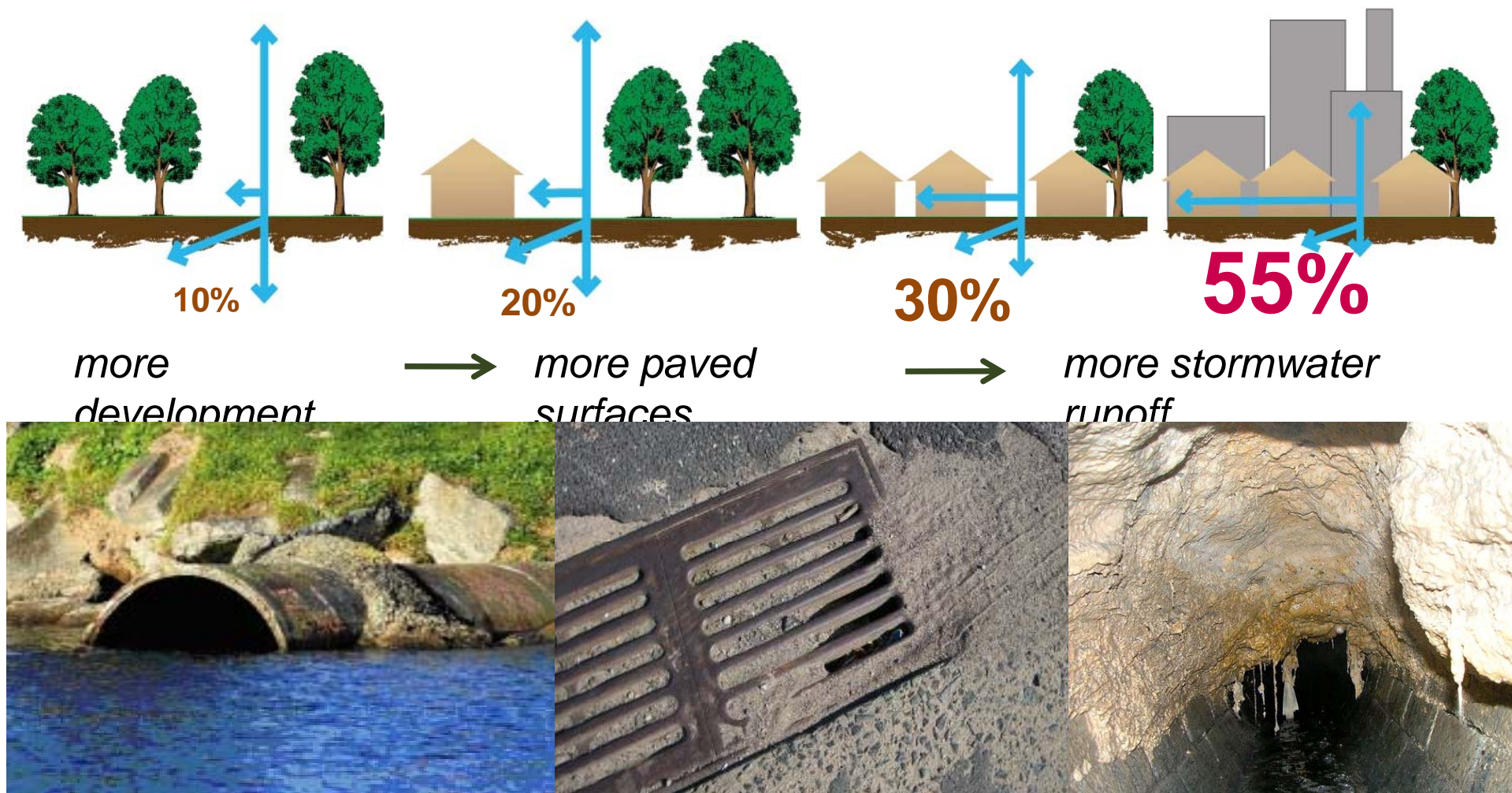
A COMPLEX ISSUE



A COMPLEX ISSUE



A COMPLEX CAUSE



A PROACTIVE SOLUTION

Philadelphia Water Department



YOUR WATERSHED

WATERSHED ISSUES

Green City, Clean Waters





Park Boulevard Rain Garden in Parkside



Program Goals:

- 1** Educate residents and community leaders about the benefits of stormwater management and green infrastructure
- 2** Establish a network of community organizations to advocate for sustainability in the City of Camden
- 3** Implement neighborhood green & grey infrastructure projects to alleviate flooding and achieve sustainable neighborhood revitalization
- 4** Provide training on green infrastructure techniques

COMMUNITY-BASED GREEN INFRASTRUCTURE

- Neighborhood-Level Mapping
- Community Meetings
- Community Education
- Site Visits & Tours
- Conceptual Designs



COMMUNITY-BASED GREEN INFRASTRUCTURE



Over 100 residents attended the Camden SMART community meetings in February-April 2011



SMART PARTNERSHIPS



SMART PARTNERSHIPS

Respond, Inc.

The Neighborhood Center

Puerto Rican Unity for Progress

Heart of Camden

South Jersey Land and Water Trust

Delaware RiverKeeper Network

Camden City Garden Club

Cooper Grant Neighborhood Association

NJ Conservation Foundation

The Nature Conservancy

Center for Environmental Transformation

Campbell Soup Company

MAFCO Worldwide Corporation

United Water Camden, LLC

Adventure Aquarium Fins for the Future

Parkside Business and Community in Partnership

Cramer Hill Community Development Corporation

Morgan Village Circle CDC

The Charles Brimm Medical Arts High School

Cooper Lanning Civic Association

Camden Department of Public Works

Rutgers Camden

Camden County Library

Woodrow Wilson High School

RT Cream Elementary

Sumner Elementary

Urban Promise Academy

Camden County Technical Schools

Camden County Soil Conservation District

Rutgers 4-H of Camden County

GREEN INFRASTRUCTURE DEMONSTRATION PROJECTS



Rain Garden Installation
Sumner Elementary
School



CCMUA Ferry Ave
Earth Day Celebration & Rain Garden
Installation
April 20, 2011

RAIN GARDENS



Brimm School rain garden planting and classroom education

WATERFRONT SOUTH RAIN GARDENS

Brownfield Remediation via Green Infrastructure

- Built on the site of an abandoned gas station
- 1,850 tons of contaminated soil & 12 USTs removed from site
- 4 rain gardens designed to manage about 1 million gallons of stormwater per year
- A green gateway into the Waterfront South neighborhood

July 2011



CAMDEN SMART NEIGHBORHOOD & WATERFRONT PARK PLANNING

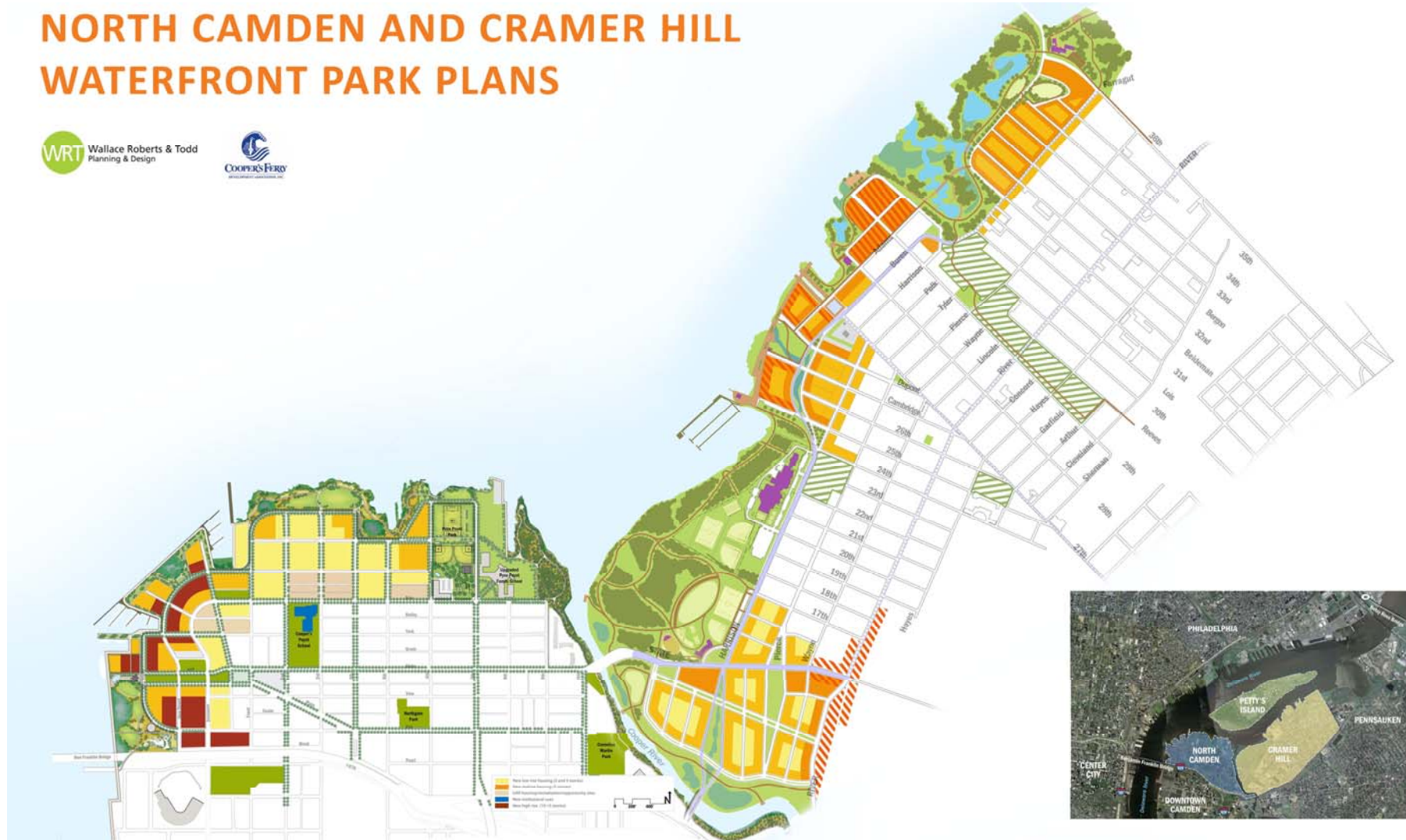
NORTH CAMDEN AND CRAMER HILL WATERFRONT PARK PLANS



Wallace Roberts & Todd
Planning & Design



COOPERS FERRY



INNOVATIVE TECHNOLOGY



- Innovative stormwater management planning



- A 3-D, immersive, navigable, and interactive VR simulation of flooding characteristics



- Replicable model for urban infrastructure development & prioritization

RAINWATER HARVESTING SYSTEMS

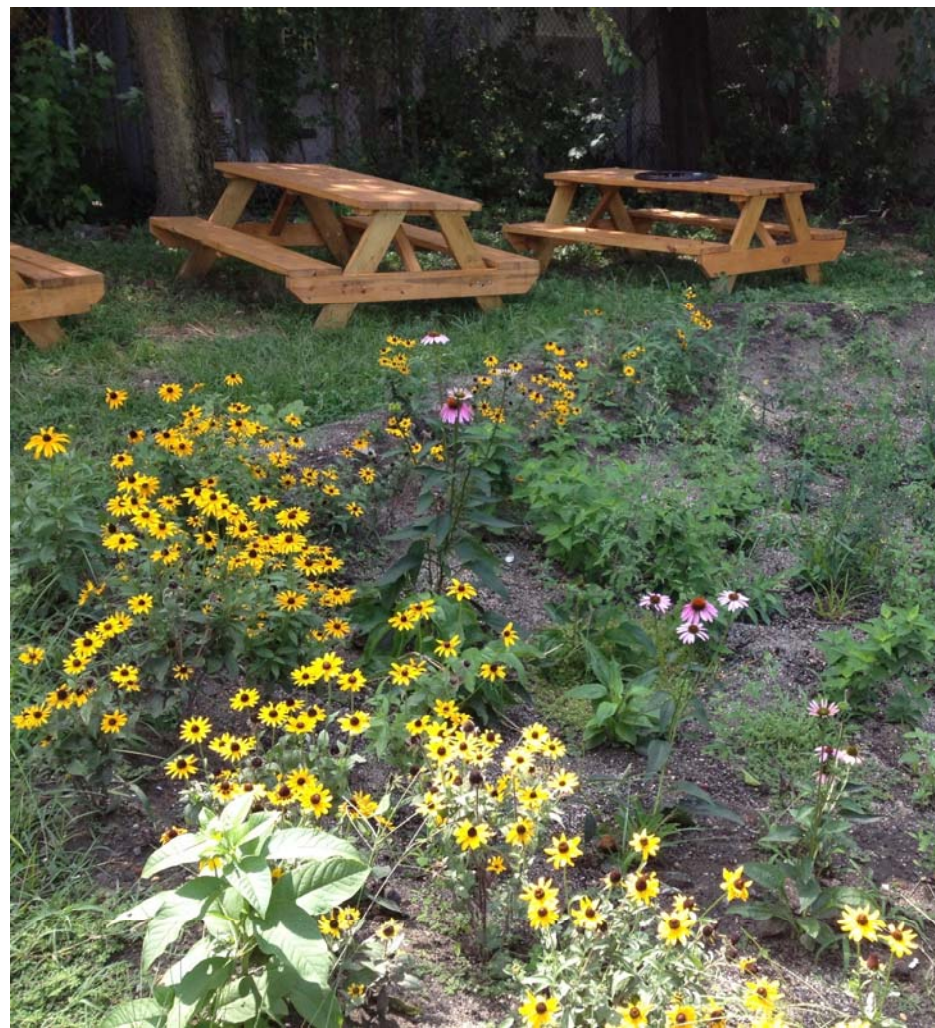


The Neighborhood Center – Bergen Square



304 State Street - North Camden

GREEN INFRASTRUCTURE AT THE NEIGHBORHOOD CENTER



NJTF TREE PLANTINGS

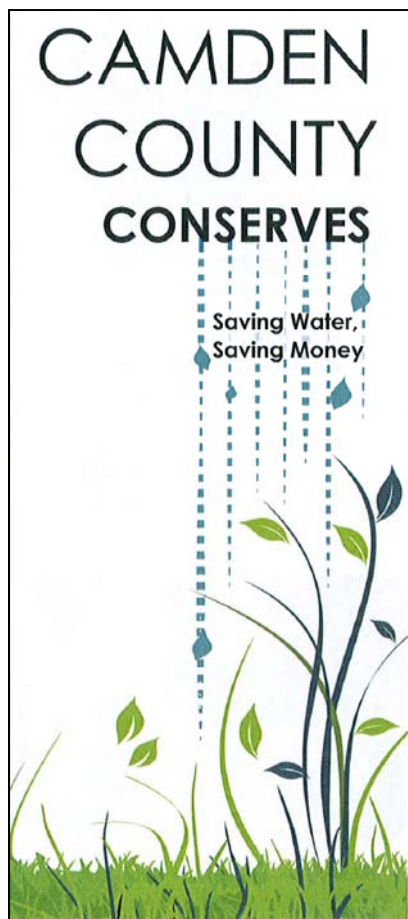
Urban Airshed Reforestation Program (UARP)



- **236** trees planted in spring 2012
- **4490** trees planted since 2002!



WATER CONSERVATION PROGRAM



Educational
Pamphlet



Free Conservation Kits



Community Conservation Workshop

SMART COMMUNITY RAIN BARREL WORKSHOPS



FUNDERS, SUPPORTERS & RECOGNITION

- US EPA
- NJ DEP 319 (H) Program
- Dodge Foundation
- Fund for New Jersey
- Campbell Soup Foundation
- Verizon Foundation
- The Nature Conservancy
- USDA Forest Service
- William Penn Foundation
- Camden County Soil Conservation District
- United Water Camden
- MAFCO Worldwide Corporation

Rain Garden Sponsorship Program

- KUPPER, LLC, a JMT Company
- PS&S
- Environmental Resolutions, Inc.

Awards and Recognition



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL



Over 1.5 Million Gallons and Counting...



- 90 Water Conservation Kits
- 20 Rain Gardens
- 100 Rain Barrels Distributed
- 2 rainwater harvesting systems
- Earth Week Celebration
- SMART Opportunities Analysis
- Hundreds of trees planted
- 2 rain garden training sessions
- 3 rain garden sponsors
- Sustainable Jersey Certification

SMART BENEFITS



ENVIRONMENTAL BENEFITS

- Cleaner Air and Water
- Improved Climate
- Increased Habitat



ECONOMIC BENEFITS

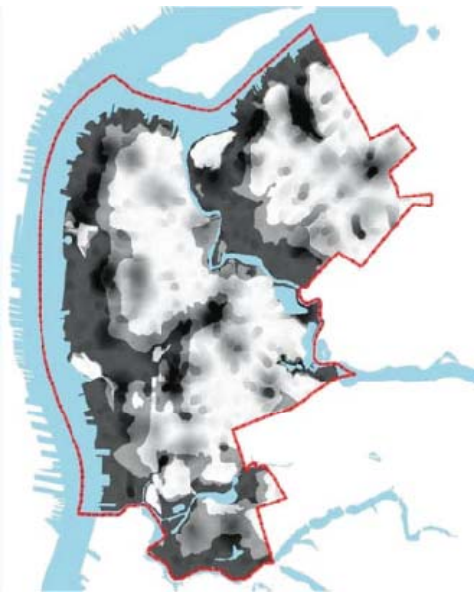
- Higher Property Values
- More Jobs
- Reduced Energy Costs



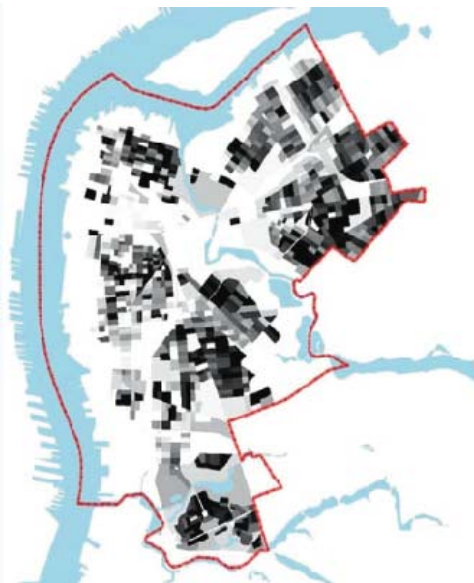
SOCIAL BENEFITS

- More Beautiful Neighborhoods
- Increased Neighborhood Safety
- Improved Health

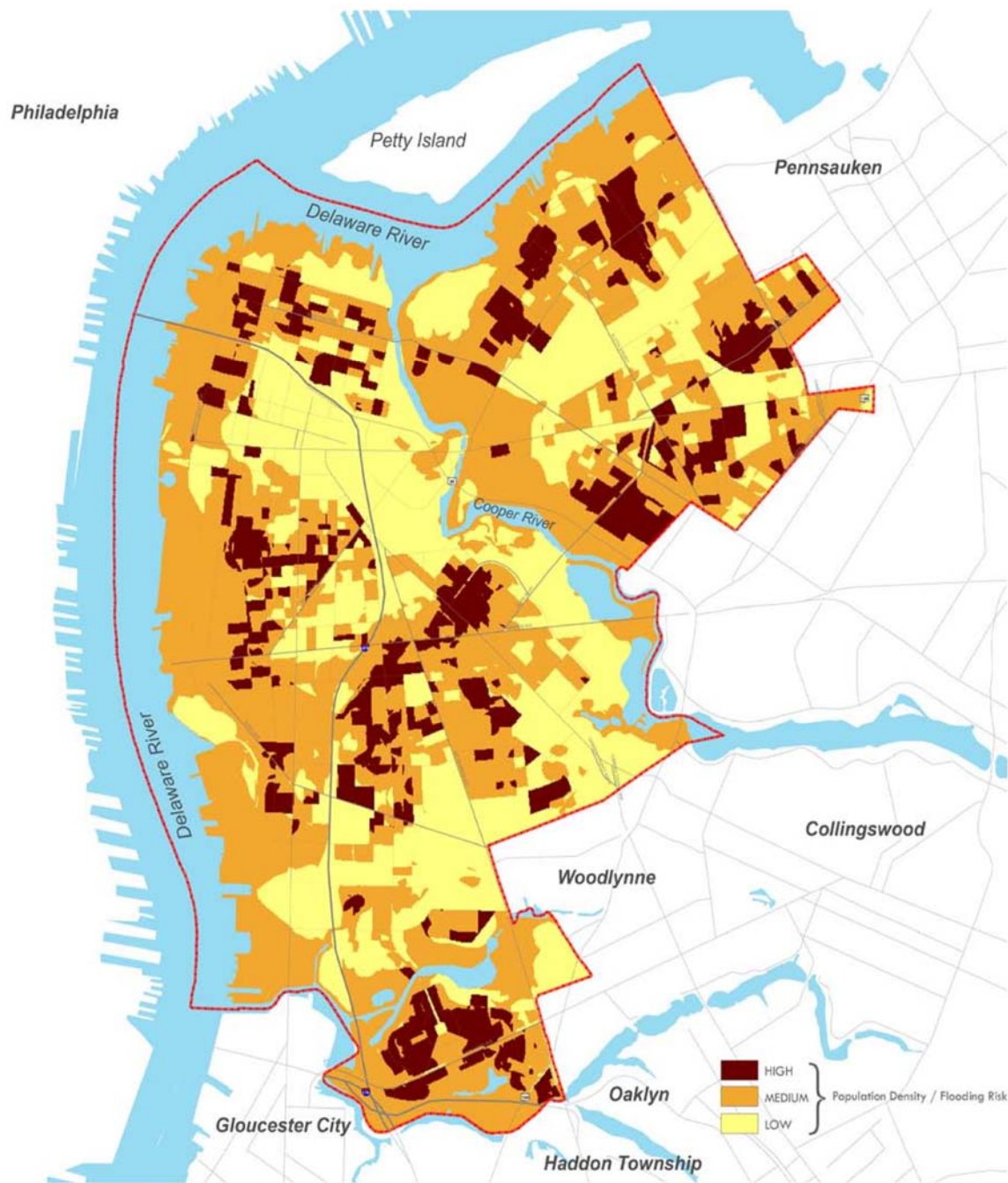




Areas at risk of flooding



Population Density at Risk



Population at Risk

2012 GOVERNOR'S ENVIRONMENTAL EXCELLENCE AWARDS



Healthy & Sustainable Communities category

“The commitment that the Cooper’s Ferry partnership and other partners have made through the Camden SMART Initiative to restore and improve the City of Camden and to address the city’s stormwater management issues is praiseworthy and demonstrates several effective means for protecting our environment.”

--Bob Martin, Commissioner, NJDEP



SMART in the NEWS

The Courier Post reports: Camden SMART helps Neighbors plant sense of pride in city

Tue, 2012-05-01 07:52 | by Staff

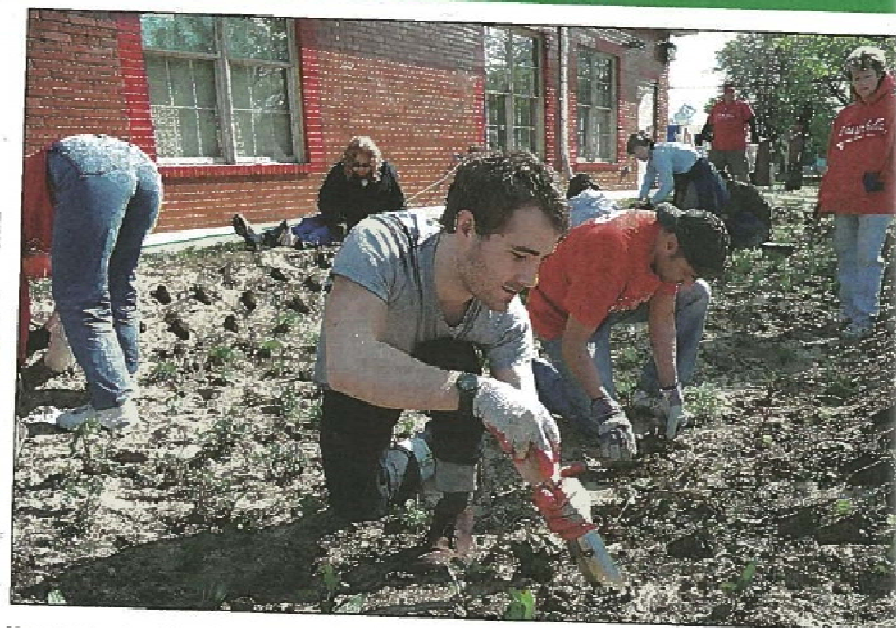
CAMDEN FLOW



email + font size 0 comments Recommend 29 Back to Blog home

TUESDAY, JULY 31, 2012
Rain gardens, community gardens and more gardens in Camden

PHOTO OF THE DAY



Volunteers put native plants into the ground at the Ferry Avenue branch of Camden County Library, channeled from the roof will water the black-eyed Susans and other varieties. CLEM MURRAY / Staff Photo

Philadelphia Inquirer, April 20, 2012

WHAT'S NEXT?



- \$4 million in key grey infrastructure upgrades
- SMART City Code Review
- Design Guidance
- Launch De-Pave Initiative
- Construct rainwater harvesting demonstration project
- Install 10 new rain gardens throughout Camden
- Conduct 2 community education workshops
- Educational brochure for Camden households
- Develop Camden SMART Strategic Plan
- Environmental policy development



**COOPER'S FERRY
PARTNERSHIP**
LIVE | WORK | INVEST | CAMDEN

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